STRATEGIC AREAS OF FOCUS

The Iowa DOT will use the following strategic areas of focus, or lenses, to coordinate its efforts to set and meet expectations for system reliability, resiliency, predictability and safety.

• MODERNIZATION Rejuvenating the state’s transportation systems centered on long-term serviceability and comprehensive asset management.
• MOBILITY Maximizing opportunities for travel choices through modal development and real-time, accurate information.
• INNOVATION Applying new techniques and processes throughout the department to maximize efficiency.
• PRIORITIZATION Making tactical investments that implement coordinated and well-timed solutions maximizing the capital return across transportation systems.
• COST ACCOUNTABILITY Improving the delivery of projects and programs to accomplish goals ahead of schedule and under budget.
• ECONOMIC DEVELOPMENT Enhancing opportunities for commerce through strategic investment in transportation infrastructure designed to meet current and future needs of businesses.

GOALS AND STRATEGIES

1. Improving safety across all transportation systems.

   STRATEGIES
   HIGHWAY SAFETY PLAN A review focused on impact, collaboration and education.
   IMPLEMENTATION OF SAFETY STRATEGIES A multi-modal/division approach.
   EMERGENCY PREPAREDNESS Improving effectiveness through coordination and training.

2. Enhancing the transportation system.

   STRATEGIES
   IMPLEMENT ASSET MANAGEMENT Improving transportation and information systems.
   COMPREHENSIVE BUDGET MANAGEMENT Cross-department focus on delivering programs and projects.
   STRATEGIC MODAL INVESTMENTS Maximizing efforts to improve mobility.
   PERFORMANCE MANAGEMENT AND REPORTING Enhancing decision-making through improved information management.

3. Streamlining customer service.

   STRATEGIES
   STREAMLINE POLICIES AND PROCESSES A focus on efficiency and effectiveness.
   TRANSPARENT AND RESPONSIVE SERVICE A focus on partnerships and communication.
   REGULAR AND EFFECTIVE COMMUNICATION A focus on accessibility and clarity.

4. Developing a responsive and adaptive organization.

   STRATEGIES
   LEADERSHIP TRAINING Investing in improved decision making and outcomes.
   SERVICE INTEGRATION A focus on improving service delivery.
   WORKPLACE ENVIRONMENT Supporting a productive and innovative workforce.

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VISION
Enhancing mobility for Iowans through innovation, infrastructure and information.

MISSION
Delivering a modern transportation system that provides pathways for the social and economic vitality of Iowa, increases safety and maximizes customer satisfaction.

GUIDING PRINCIPLES
The Iowa Department of Transportation (DOT) holds the following principles as critical to successfully fulfilling our mission and achieving our vision.

• INTEGRITY Our dealings with each other and our partners and customers are conducted to the highest ethical standard.

• TRANSPARENCY Our decisions, actions and processes are open, accessible and understandable – both internally and externally.

• OUTSTANDING SERVICE We provide excellent service by: 1) continually developing our skills, tools and expertise; 2) forming internal and external partnerships; 3) finding innovative methods of doing things better; and 4) adapting rapidly to opportunities and challenges.

• QUALITY WORK CULTURE Our employees are safe, respected and treated equitably; diversity is promoted to enrich and strengthen the workforce; and employees are given opportunities for personal and professional growth.

CORE BUSINESS FUNCTIONS
The Iowa DOT holds the following functions as vital to effectively serving the public.

• SAFETY Protecting the welfare of those using Iowa’s transportation systems.

• SYSTEMS Maintaining and developing multi- and cross-modal systems through resource and asset management.

• STEWARDSHIP Providing outstanding management, decision making and leadership.

Iowa Department of Transportation
2012-2013 Strategic Plan Framework

Core business functions

SYSTEMS
Multi- and cross-modal resource and assets

SAFETY
Protecting the welfare of those using Iowa’s transportation system

STEWARDSHIP
Outstanding management, decision making and leadership

Department fundamentals

MISSION
Delivering a modern transportation system

VISION
Enhancing mobility for Iowans through innovation, infrastructure and information

GUIDING PRINCIPLES
Integrity, outstanding service, quality work culture, transparency

Areas of strategic focus

MODERNIZATION

ECONOMIC DEVELOPMENT

COST ACCOUNTABILITY

PRIORITIZATION

MOBILITY

INNOVATION

Iowa DOT’s 2012-2013 strategic goals

IMPROVING SAFETY

ENHANCING THE SYSTEM

STREAMLINING SERVICE

DEVELOPING ORGANIZATION

Highway safety plan

Implement asset management

Streamline policies and processes

Leadership training

Implementation of safety strategies

Systematic budget management

Transparent and responsive service

Service integration

Emergency preparedness

Strategic modal investments

Regular and effective communication

Workplace environment

Performance management and reporting